

ABSTRACT OF THE DISCLOSURE

Processing for printing image data is speeded up while color gamut is widened and tonality enhanced.

An image data processing apparatus for achieving this includes a print-quality acquisition unit adapted to
5 acquire information relating to print quality, and a selection unit adapted to select a combination of a color space and bit precision to which the image data to be printed will be converted, based upon the
10 acquired information relating to print quality. The image data is converted to the color space and bit precision selected by the selection unit.